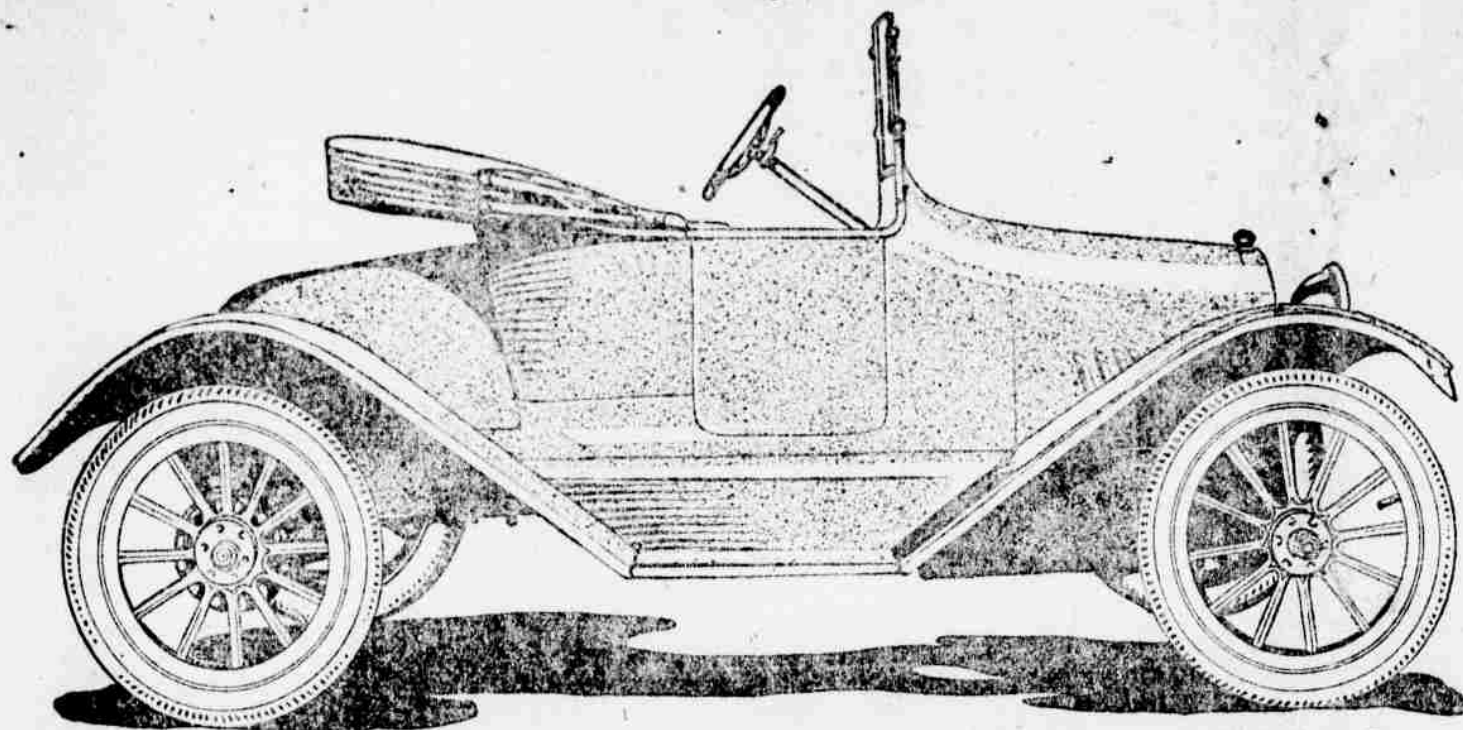


## Purchase The Chevrolet



THE CAR MADE IN ST. LOUIS  
The Car for Service. Reasonable in Price. Minimum in Cost of Upkeep.

PAUL P. ROSENTERER

Ironton, Mo.

Local Agent.

### Business—a Battle of Brains

Of two armies with equal numbers of men and the same make of guns, one conquers the other. Why? Because of its men. Of two business houses, side by side, with the same equipment and stock, one succeeds and the other fails. Why? Because of its men.

Take two merchants, A and B, in an average town. They carry the same line of goods, general merchandise perhaps, and each has a stock valued at \$10,000. A sells his goods at a 10 per cent profit and turns his stock over once a year. His annual profit is \$1,000. B is content with a profit of 8 per cent and spends 2 per cent for advertising. As a result B sells \$85,000 worth of goods in a year. Eight per cent is \$6,800, or 13 per cent of his capital stock. His overhead expense, salaries, rent, heat, light, etc., is no greater than that of his neighbor and he has not charged any more for his goods. Yet, in the same length of time he has made his capital stock of \$10,000 earn him \$1,200 more than his competitor. Who will win this battle? The merchant who uses every available in-

fluence for success—the man who has learned that advertising speeds the turnover and lowers the cost of distribution. This will be the theme of the great convention of the Associated Advertising Clubs of the World to be held in St. Louis, June 3rd to 7th next. Many of America's biggest business men will be present to discuss this subject which is of such vital interest to every merchant. What is the value to the merchant of an idea that will insure the success of his business? At this greatest of all business conventions, merchants can secure the ideas—the ammunition that will make them the victors in their fields. It will be worth to any merchant many times the cost of the trip and it is near home this year, much nearer perhaps than for many years to come.

### State Hospital No. 4.

(Farmington News.)  
The new officials for State Hospital No. 4 will not be named until the June meeting of the new board of managers. This was the unexpected announcement made to the young army of applicants shortly after noon on Tuesday. The decision to pass the knotty problem over until next month was decided upon soon after the board had organized. While no announcement was made to that effect, we understand members of the board hope by that time some of the numerous applicants will have answered their country's call to arms or have been drafted for service in France.

Among the number who were either active or receptive candidates for the various offices to be filled were the following: Superintendent—Dr. G. E. Scrutched, present superintendent; Dr. J. L. Eaton, of Bismarck; Dr. F. S. Vernon, of Charleston; Dr. W. H. Patton and F. L. Long, present assistant physicians; Assistant Physicians—Dr. J. H. Parker, of Cedar Hill; Dr. F. L. Whelpley, of Kirkwood; Dr. T. S. Tate, of Morley; Dr. Foad, of Stoddard county, and Dr. C. B. Farrar, Lutesville. Treasurer—J. H. Malgren, of Bonne Terre; A. W. Bradshaw and J. H. Jones, of Farmington; Steward—Linn Hariden, of Farmington; and N. E. Bugg, present incumbent; Secretary—B. L. Lacey, of Blodgett; Robert Hillman, of Illinois; Elbert J. Hunt, W. W. Waters and G. C. Vandover, present incumbents; Matron—Mrs. Carrie Cover and Mrs. M. L. Gray, present incumbents.

### Missouri Has Good Athletic Year.

COLUMBIA, Mo., June 5th.—The University of Missouri has completed the most successful athletic year in the history of the institution by winning three Missouri Valley championships in major sports and in minor sports, and a second in the fourth major sport. The football, baseball and track championships composed of three major championships and Newell and Warner, the tennis team, brought the school its first Valley championship in the game of the courts in many years in the recent Missouri Valley tournament. The University will this year lose

Robert L. ("Bob") Simpson, the world's champion hurdler and the institution's most famous athlete, by graduation. Simpson made his last appearance in the Valley in the conference track meet at Ames which Missouri took with a lead of 23 points over Nebraska, the nearest competitor. The school will also lose Daggy, a hurdler and the school's fastest quarter-mile who comes from Joplin, by graduation. However, the track team will gain much support from the freshman team of this year. The success of the football and track teams is due to Henry F. ("Indian") Schulte, the coach. Schulte has received much recognition for his work in the development of Simpson and has been the most successful football coach the University has ever had. C. L. Brewer, athletic director, had charge of the baseball team which won fifteen out of the sixteen games played. Johnny Miller, assistant coach, built up the basketball team which took second place in the race for the Valley championship.

### The Missouri Hen and the Call for Increased Poultry Production.

The Missouri Hen—for years she has provided the means of a livelihood for hundreds, educated a host of the sons and daughters of our State, provided the means for better homes, and even luxuries, and now she is called on by the Nation to furnish an increased amount of food.

In order that she shall do her bit, all that is required of us is to furnish her proper feed and environment and she will do the rest. Let us not fail to furnish her requirements and there will be no shortage of poultry meat and eggs, and there will be a good market for all that is produced at prices which will show a satisfactory profit to the producer, notwithstanding the high price of feed.

Missouri can easily increase the production of poultry products in the State several millions this year and render a splendid service to the Nation, and we believe it will be done. This is a patriotic movement, and every poultry raiser in Missouri should have a part in it. We cannot all enlist in the army or navy, but we can all enlist and do valiant service in the work of increasing the food production of our country.

Those who are not experienced

poultry raisers may easily obtain all the information necessary to enable them to make a success with poultry by subscribing for a few poultry journals and making use of our Poultry Experiment Station.

Owing to the season being late and poor hatches early in the season, June and July should see more chicks hatched than ever before, and they will make a quicker growth than the earlier hatches on account of the unseasonable weather in April and May, and an increased production for this year will mean continuing hatching until September.

It has been demonstrated that a hen can be made to lay the year around, and we should get away from that idea that a great many have that there is only a certain time of the year in which to hatch chicks—and hatch and raise every chick possible this year.

Issued by the Missouri State Poultry Experiment Station, Mountain Grove, Mo.

### Only One

The Record in Ironton is a Unique One.

If the reader has a "bad back" or any kidney ailment is looking for an effective kidney medicine, better depend on the remedy endorsed by people you know. Doan's Kidney Pills have given great satisfaction in such cases. Ironton citizens testify to this. Here is a case in point:

S. R. Harris, Knob St., Ironton, says: "My kidneys caused me a lot of suffering. I had backache and rheumatic pains in my limbs and joints. At times I could hardly stoop and it was just as difficult to straighten. My kidneys acted too freely and the secretions were scanty and painful in passage. Finally I used Doan's Kidney Pills, which I got from the Arcadia Valley Drug Co., and they not only strengthened my back, but regulated the action of my kidneys. Doan's Kidney Pills are the best kidney medicine I ever used and the only one that ever gave me relief."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Harris of Knobs, Foster-Milburn Co., Props., Buffalo, N. Y., Adv.

### Milk and Dairy Products Cheapest Foods.

"Do not buy meat until you have bought three quarts of milk a day," is the advice of one of the foremost American authorities on nutrition. This applies to a family of two adults and three children.

The advice is good, according to L. S. Palmer of the Missouri College of Agriculture, because milk at 9 cents a quart, butter at 45 cents a pound, cheese at 30 cents a pound, and cottage cheese at 15 cents a pound are still by far the cheapest human foods from animal sources.

The ration per individual for the civilian need not exceed 2,500 calories of energy and 2.5 ounces of protein a day, according to the British Food Controller in a statement published February 1, 1917. Three and one-half quarts of milk, or one pound, three and one-half ounces of cheese, costing 32½ and 38½ cents, respectively, will furnish this amount of energy, whereas it would be necessary to buy nearly two pounds of the cheapest cut of fresh pork, containing considerable fat, at a cost of 45 to 50 cents, to obtain 2,500 calories of energy.

As an economical source of protein it is interesting to find that 10 cents worth of cottage cheese, 16½ cents worth of cheddar cheese, and 19 cents worth of milk, at the foregoing prices, per pound will furnish 2.5 ounces of protein. The cheapest meat protein

one can buy is lean veal steak and it is necessary to buy 25 cents worth to obtain 2.5 ounces of protein. Eggs at 35 cents a dozen are practically on a par with lean veal. Nine eggs are required to furnish 2.5 ounces of protein.

In addition to their economy dairy products have the following points in their favor: (1) There is no waste connected with their use in the household; (2) They contain valuable salts; (3) They contain other invaluable food substances which many other foods contain either in much smaller quantities or not at all.

### \$100 Reward, \$100

The reader of this paper will be pleased to learn that there is at least one sure cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and curing the patient, strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address: F. J. CHENEY & CO., Toledo, O. Sold by all Druggists. Take Hall's Family Film for constipation. Advertisement.

### Iron Mountain Claim to be Divided Into Small Plots.

(The Farmington News.)  
The historic Iron Mountain claim of 16,232 acres is being subdivided into farms of 40 acres up and is being placed on the market for sale to farmers, truck and fruit growers. The beautiful Iron Mountain Lake is being improved and made more attractive as a pleasure and rest resort. Mining activities are to be resumed with old-time vigor at the famous old deposits of iron ore.

E. E. McKee, president and general manager of the Pleasant Valley Development Co., which recently bought the big claim from W. H. Smollinger, was a Farmington visitor on Monday in company with his brother, J. F. McKee, of Kansas City. Mr. McKee says that his company has leased the mineral lands of several hundred acres, including Big and Little Iron Mountain, pump machinery, etc., to the Iron Mountain Mining & Smelting Co., a company organized and owned principally by stockholders in the Pleasant Valley Co., which will at once begin mining activities on an extended scale there. He says that drillings made several years ago show there is a large body of rich iron ore in the locality of the old company office that has never been touched. A shaft is now being put down to this. There is believed to be a considerable amount of rich ore in the old workings yet than can be recovered by hydraulic mining. Work of this character is to be begun at once.

The big claim is being divided up into small tracts and will be sold to small farmers, truck gardeners, fruit men and dairymen. There are several thousand acres of very fine farming land on the claim, much of which is now in a high state of cultivation. A dining hall 30x75 feet and a refreshment hall 30x60 feet has already been erected at the lake, a boat landing put in and a 30-foot motor boat placed on this beautiful body of water. Mr. McKee said the company was having the moss and weeds removed from the lake. The boat holds thirty people and on Sundays and pretty days is in almost constant use. Other launches will be added to the equipment later. The plans of the company provide for the building of an

automobile road entirely around the lake, the erection of a club house, the clearing of and sodding to blue grass a wide stretch of land entirely surrounding the lake, also the selling of sites for summer homes. The big residence near the depot has already been turned into a hotel. Tents at the lake can also be rented now by camping parties.

### 21 Families are now Quarantined.

(The Lead Belt News.)  
The smallpox epidemic has shown but little improvement during the past week. There are at present 11 families quarantined in Flat River, 7 in Elvins and 3 in Esther. There may be other cases, but the above are all that have so far been reported to Dr. T. L. Haney, county physician.

Some of the cases are very serious and two are reported to be so serious that their recovery is considered doubtful. The cool weather and the difficulty which has in some instances been experienced in inducing certain families to obey the quarantine regulations is proving to be a considerable handicap in checking the spread of disease.

Persons living in the neighborhood where families are quarantined should consider it their duty to promptly report to the authorities any infractions of the quarantine regulations.

### Wampum Beads.

Wampum beads were made from a variety of different substances, but the one that was used in the greatest numbers was the ordinary hard clam or quahog, which is found from Cape Cod to Florida. Roger Williams, writing of the eastern Indians, states that they "store up shells in summer against winter, whereof they make their money."

### Catching Fish by Suction.

The fish of the deep are getting wiser but they can't sidestep a recent apparatus built to ensnare them. It is nothing more than an application of the vacuum cleaner principle. The fish enter a funnel-shaped net under the boat and are drawn up to a contained tank on deck by powerful suction pumps.—Popular Science Monthly.

### Appropriate Heading.

Hetrees—"I want everyone to know that our engagement is broken." "All right. I'll have it put in the papers, under the heading 'Business Troubles.'"—Life.



THE Texas Wonder cures kidney and bladder troubles, (gout, rheumatism, diabetes, weak and lame backs, rheumatism and all irregularities of the kidneys and bladder in both men and women. If not sold by your druggist, will be sent by mail on receipt of \$1. Two small bottles in two months treatment and sections falls to make a cure. Send for testimonials from this and other States. Dr. E. W. Ains, 223 Olive Street, St. Louis, Mo. Sold by druggists. Adv.

Job Work, all kinds, at this office.

## FORD

The Universal Car

320,817

Have been built and actually delivered to retail buyers since August 1, 1916. These figures—320,817—represent the actual number of cars manufactured by us since August 1st, 1916, and delivered by our agents to retail buyers.

This unusual fall and winter demand for Ford cars makes it necessary for us to confine the distribution of cars only to those agents who have orders for immediate delivery to retail customers, rather than to permit any agent to stock cars in anticipation of later spring sales.

We are issuing this notice to intending buyers that they may protect themselves against delay or disappointment in securing Ford cars. If, therefore, you are planning to purchase a Ford car, we advise you to place your order and take delivery now.

Immediate orders will have prompt attention.

Delay in buying at this time may cause you to wait several months.

Enter your order today for immediate delivery with our authorized Ford agent listed below and don't be disappointed later on.

PRICES:  
Runabout \$145; Touring Car \$299; Coupelet \$365  
Town Car \$395; Sedan \$445; 1000 cc. Detroit

Ford Motor Company

FLETCHER & BARGER, Agents, Ironton, Mo.

## United States War Bonds

3½ PER CENT.

"Liberty Loan of 1917."

As members of the Investment Bankers' Association of America, we have tendered the United States Government our offer to render every possible service, free of charge, in marketing this GOVERNMENT WAR LOAN.

We believe it the duty of every true American to subscribe to this loan, no matter how small his subscription may be.

DENOMINATIONS—\$50, \$100, \$500, \$1,000.

We will be glad to furnish complete details and handle subscriptions in any amount, without charge.

G. H. WALKER & CO.

307 North Fourth Street ST. LOUIS

## GRAND AVENUE BANK

OF ST. LOUIS, MO.

Capital and Surplus, \$150,000.00

### COMPARATIVE STATEMENT OF DEPOSITS

March 4, 1906	\$ 117,736.00	
1907	135,846.71	
1908	142,413.20	
1909	553,345.20	
1910	607,390.23	
1911	785,133.57	
1912	1,005,666.37	
1913	1,187,504.25	
1914	1,287,124.62	
1915	1,319,455.68	
May 1, 1916	1,418,973.17	
Mar. 6, 1917	1,696,637.99	

The usual Interest Paid on Time Deposits and Savings Accounts

GEORGE W. CLARKSON, PRESIDENT.

## BOATMEN'S BANK

ST. LOUIS, MO.

OLDEST BANK IN MISSOURI

CAPITAL AND SURPLUS, \$3,000,000.00

We have successfully withstood every Financial Crisis during the past Sixty-Nine Years.

During the Civil War we loaned the State a half million dollars.

Your account carried with a strong Conservative Bank adds prestige to your name.

We Pay Interest on Time Deposits:

OFFICERS:  
EDWARD WHITAKER, President  
JULIUS W. REINHOLDT, Vice-President  
EDWARD CARLTON, Vice-President  
EDWARD TAYLOR, Asst. Cashier  
OLIVER H. LAWS, Vice-President  
LESLIE C. BRYAN, Asst. Cashier